

The AAHKS is a 501(c)(6) medical association with more than 900 members in 50 states. The AAHKS has an "established business relationship" with each member by virtue of their annual dues payment, participation in Committees, attendance at Meetings, etc. A membership relationship should serve as prior consent to active communication--exactly which transmissions does the FCC interpret as commercial in nature? Our members also communicate via fax with their patients, hospital vendors, etc--this rule will impact them adversely, and will add to the skyrocketing costs of healthcare. The financial and administrative burden to comply with this rule will be unreasonable. It is far cheaper to throw away a ream of "junk fax" paper each week, than to comply with this twisted attempt to squelch normal communications with our members. Whatever happened to the Paperwork Reduction Act? This rule is a waste of FCC manpower and is a step backward for business communication.